



FRAME SHIFT BOOKLET



How to Change Your Life Through a Frame Shift

Why letting go of “trying hard to change”
is what finally got reality moving.

Dr. Rin

Aesthetic Dermatologist / Founder, Frame Shift

Includes fillable worksheets ✍



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Why Nothing Changes, No Matter How Hard You Try

The harder you try, the more you seem to repeat the same reality. Have you ever felt that way?

This isn't a lack of willpower. It comes from how your brain processes information.

POINT

The brain has a mechanism — the reticular activating system (RAS) — that filters countless pieces of information and only raises to conscious awareness the things it has “registered as important.” On top of that, the brain tends to preferentially gather information that confirms what it already believes (confirmation bias). Neither of these is unique to any particular kind of person.

As long as you keep using the same thought patterns and the same self-image as before, your brain keeps picking up the same kind of information it always has. As a result, reality tends to stay within the range of options that are simply “an extension of the past.”

I have to try harder. I have to do more. I have to make do with what I have right now. Many people push themselves to chase the best they can imagine, entirely on their own effort.

And yet reality doesn't change the way they hoped, and a sense of not-quite-satisfaction lingers. That isn't because your judgment was wrong.

You simply didn't know two things: that changing the brain's cognitive framework — its “frame” — changes the options you're even able to see, and that there is a concrete process for doing so.

Shifting your frame makes you notice choices and opportunities that were never in your field of view before. This change draws on mechanisms the brain already has built in: the RAS, mirror neurons, and neuroplasticity.

Drawing on findings from psychology and neuroscience, this book shares the thinking and the steps for moving from your current frame to the frame you actually want. The second half includes worksheets you can fill in as you go.

I Used to See the World as an Enemy

| A Childhood Surrounded by “Enemies”

I was born and raised in a small rural town. My mother valued frugality; my father was a stickler for propriety. Appearances mattered above all else in our household — being proper, doing well in school, never standing out.

A falling-out with friends in elementary school became a turning point where I started seeing the world itself as something like an “enemy.” I had no one I could call a real friend, and I kept my distance from upperclassmen and teachers alike.

| A Belief Gathers Its Own Evidence

Looking back now, I understand this as the brain repeating a pattern it had learned once, in order to “protect itself.” Once the experience of “I am disliked” is etched into memory, the brain unconsciously starts searching for anything afterward that confirms it — a psychological tendency known as confirmation bias, and one that can happen to anyone.

During medical school, as I grappled with my own health, I kept reinforcing a self-image — “this is just the kind of person I am” — without ever noticing I was doing it.

Even after becoming a working adult, I couldn’t stop worrying about how others saw me, and I kept ending up in strained relationships, changing jobs again and again. My mind was unstable, my health kept breaking down, and I was constantly tense.

After I got married, I lived inside the frame of social norms and the values I’d inherited from my parents, and after giving birth I was diagnosed with postpartum depression. I grew sharp with my husband and increasingly short-tempered with my children. “I just have to endure it” — that was how I kept suppressing my own feelings.

I Used to See the World as an Enemy

| One Encounter Shook My Frame

One day, I signed up for a course I happened to see advertised at a café I'd stopped into alone. The time I spent there with the woman who mentored me was exactly what I had been searching for all along — a space for dialogue where nothing I said was rejected or judged.

Following the method she taught me, I gradually began paying attention to my own senses. Bit by bit, I became able to put my “likes” into words. It was a slow, deliberate process.

Through that steady accumulation, I became able to trust my own senses and judgment. For someone who, at the time, had never considered any possibility outside a career in medicine, this was an unexpected change.

And the moment my true wish — “I want to be someone who gives” — became clear to me, I felt my actions and the values I truly wanted to hold finally align. That was the first time I felt any sense of security in my own judgment. From there, my life shifted toward something calmer, with far less friction in my relationships.

Listening to Your Own Senses

Starting by Reclaiming the Five Senses

Having lost almost all sense of my own feelings, I decided to start by redirecting my attention to my five senses: the feeling of the soles of my feet, the coldness of a glass in my hand, the sensation of a drink going down my throat, the temperature of the air. I made a point of tuning into these in every moment.

Little by little, I began to notice the warmth of morning sunlight, the layered sound of trees, the turning of the seasons — all far more vividly than before.

Attending Carefully to Physical Needs

Next, I turned my attention to my own physical needs and emotions. Thirsty. Need the bathroom. Hungry. Cold. Noticing these immediately and meeting them became, through repetition, a way of rebuilding trust with myself from the ground up.

POINT

We each have both an intuitive, sensing capacity and a capacity to put things into words and organize them. In most people, these two aren't independent — they work together, in tandem.

“Not Knowing How You Feel” Isn’t Unusual

Japanese schooling tends to prioritize group behavior and learning that seeks a single correct answer, which skews weight toward verbalization and analysis. A fair number of people say “I don’t really know how I feel” — and a large part of that is likely due to this structure.

Genuine motivation, individuality, and new ideas often arise precisely from this kind of intuitive sensing. There is a clear, rational case for deliberately training your capacity to feel.

Rewriting Your Assumptions

| Is That Premise a Verified Fact?

In childhood, through our relationships with parents and the people around us, we each pick up a great many habitual thought patterns — cognitive frames. “I’m not loved.” “I have no value.” “I won’t be recognized unless I try hard.” “I’m worthless unless I’m right.” These premises go on to shape our judgment in every situation.

And most people go on living by them as truth, without ever examining them. But is that premise actually a fact? Simply holding that question is the starting point.

| The Environment Rewrites the Premise

For me personally, placing myself in adulthood in an environment that accepted challenge and failure was what changed my own premises. Each time I tried something I’d never done before, and had that attempt accepted, my old frame was updated a little more.

POINT

The brain is more likely to firmly encode events that were actually experienced and emotionally felt. This is a manifestation of neuroplasticity — the mechanism by which neural circuits themselves change through experience. Understanding something intellectually may not be enough to change it, but pairing it with lived experience makes it far more likely to stick.

That’s exactly why it helps to deliberately seek out and act on “things you’ve never done.” Use the person you want to become as your standard, and take small action from there. Then put into words what you felt through that experience.

Repeating this strengthens the corresponding networks in the brain through repeated use, and premises you previously never relied on begin to take hold.

What Happened to Me

| Where the Realization Began

January 2026. I noticed that something I could genuinely call a frame shift was happening within me.

Parenting started to feel easier. My relationship with my partner had returned to how it was before we married. My relationships at work had grown calmer too. One change after another kept coming into focus.

Having given birth to my second child in October 2025, the changes around parenting in particular were significant.

| Launching the Course

From there, I researched the literature on cognition and behavior and launched the Frame Shift course in February 2026. I welcomed five students, and have been running it since April 2026.

How a Frame Shift Works

Here, I'll introduce the process I've practiced myself and believe to be repeatable, as five steps. A frame shift is not about forcing reality to change while staying within your current standards.

01 **Map where you are now**

Work, parenting, beauty, partnership, money. Write out the premises you currently hold in each area.



02 **Put the frame you're aiming for into words**

Without compromising, describe your ideal state concretely. Whatever sparks interest or excitement in you is likely a higher-priority theme.



03 **Place yourself in an environment that matches that premise**

Being around an environment with some distance from where you are now makes it easier to naturally mirror the behavior around you, through the action of mirror neurons.



04 **Act as if it's already true**

Adopt, ahead of time, the behaviors that match the premise you're aiming for. Your self-image changes through the actions themselves.



05 **Let the changes in behavior and environment accumulate**

You start noticing opportunities that were there all along. Acting on what you notice, that becomes accumulated change.

Where Are You Right Now? Write It Down.

With the people close to you in mind, write down honestly what your current premises are. You may notice they're more fixed than you expected — that's exactly the point of this exercise.

Work	
Parenting	
Beauty	
Partnership	
Money	

Who Do You Want to Be? Write It Down.

Without compromising, picture your ideal state. The items that spark the most interest or excitement in you are likely the higher-priority themes for you.

Work	
Parenting	
Beauty	
Partnership	
Money	

Write Down Your Environment and Your Actions

03 | The environment you want to place yourself in

Is there anyone, or any community, that already embodies the premise you wrote in Step 02? Write down any names that come to mind.

04 | Becoming that person first

What's one behavior, matching the premise you're aiming for, that you could adopt starting today?

Things You Can Start Today

In practice, these three are enough.

01 Write the premise you're aiming for

Put into words who you want to be and what kind of everyday life you want to live.



02 Make one choice that matches that premise

Today, choose one action — however small — that's in line with that premise.



03 Notice the changes and record them

Write down whatever you notice, even the small changes.

Closing

Changing the premises of your life doesn't require any special talent.

What it requires is deciding which frame you'll live your days by — and then stacking up, however small, the actions that match it.

Through that accumulation, reality changes — slowly, but surely.

Now, it's your turn.

PROFILE



Dr. Rin

Mariko Kitamura

Physician / Aesthetic Dermatologist

Founder, Frame Shift

President, Place LLC

Public Speaker / Author

Before becoming a physician, she carried her own history of hardship and dissonance within her family relationships. After encountering the concept of a “frame shift,” she systematized her own process of change, drawing on neuroscience and psychology. She now shares it as a repeatable method, grounded both in the logical rigor of a clinician and the lived experience of having gone through it herself.

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